

FRANKIE D. ROSS III

New York, NY 10128

CAREER SUMMARY

High level Visual Merchandising leader with corporate and field experience across retail, wholesale and specialty, including both luxury and commercial brands. Regional roles span the Northeast, East Coast and North America. Proven ability to translate brand standards, product strategy and visual merchandising into commercially focused presentations that drive sales, productivity and customer engagement. Experienced across all categories, styling, merchandising, seasonal floor sets, NSO, launches, window production and in-store execution.

CORPORATE EXPERIENCE

Sr. Manager, Creative Services - LoveShackFancy | New York, NY

Apr 2026 - Present

- Lead seasonal window concepts and retail executions, including sourcing, logistics and installation.
- Partner cross-functionally with Marketing and Creative on activations, pop-ups, events and seasonal showroom presentations.
- Manage project budgets, monitor costs and ensure timely execution of multiple retail initiatives.

Sr. Manager Visual Merchandising, Northeast - David Yurman | New York, NY

Sep 2024 - Mar 2026

- Traveled across retail boutiques to lead visual merchandising and wholesale accounts throughout the Northeast, including NY, NJ, MA, PA and Montreal.
- Conducted field visits to evaluate brand presentation, product placement and execution across multiple retail environments.
- Led seasonal launches, new store openings and visual initiatives while developing visual specialists and retail teams to maintain brand standards.

Regional Visual Manager, Northeast/Midwest - Christian Dior | New York, NY

Jan 2023 - Aug 2024

- Oversaw visual merchandising across retail and wholesale accounts throughout the Northeast, spanning Women's, Men's, Fine Jewelry and Maison.
- Led, mentored, and developed leadership teams & VM specialists in the Northeast region to elevate product presentation, merchandising execution and customer experience.
- Served as liaison between Paris HQ and the Americas, executing seasonal launches, store openings, pop-ups and events.

Visual Merchandising Manager - MACKAGE | North America

Jan 2022 - Dec 2022

- Oversaw visual presentation across North American wholesale accounts, U.S. retail boutiques and pop-ups.
- Led field visual merchandising initiatives across multiple markets, ensuring consistent brand execution and commercial presentation.
- Trained and developed field visual merchandising teams.

Field Visual Merchandise Coordinator - MACKAGE | New York, NY

Aug 2019 - Dec 2021

- Executed visual merchandising across U.S. retail and wholesale doors, supporting retail directives, rotations, store openings and pop-ups and events.
- Organize & lead product knowledge seminars for yearly collections (S/S & A/W) and assisted in showroom, supported Market-Buyer meetings and seasonal set-ups.
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RETAIL EXPERIENCE

Global Flagship Creative Manager - Banana Republic | New York, NY

Dec 2017 - Jul 2019

- Led creative visual presentation for the Fifth Avenue Global Flagship.
- Drove sales through elevated visual merchandising, styling and execution across Men's and Women's apparel.
- Mentored, coached, and developed product staff; partnered with Market Visual Manager to support multi-door installations and visits

Flagship Visual Merchandising Manager - H&M | New York, NY

Apr 2016 - Nov 2017

- Drove commercial performance through visual merchandising and product presentation in a top-performing flagship store
- Led and developed store leadership and associates on visual and merchandising standards.
- Delivered district-level training to strengthen execution and leadership capability.

Assistant Visual Manager - Bloomingdales | Garden City, NY

Jan 2014 - Mar 2016

- Participated in Executive Development Program for VM leadership supporting both Bloomingdales & Macy's.
- Partnered with corporate design directors to bring seasonal campaigns, corporate directives, store openings and regional initiatives to life for Bloomingdales Roosevelt field & Macys Jersey city prototype locations.
- Directed all visual merchandising and styling for the Women's department categories including RTW, Dresses, Outerwear, Petites & Active.

VM EXPERTISE

Windows & Interiors installation | Styling | Merchandising | Remodels & Expansion | Pop-up & Events

SKILLS

Microsoft office | Adobe Suite | Training & Development | Project Management | Budget Management

EDUCATION

Temple University - Philadelphia, PA

Feb 2007

- B.A. in Broadcasting, Telecommunications, and Mass Media
- Minor: Studio Art